



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of: Michael Joseph Johnson Group Art Unit: 3688

Serial No: 10/783,580

Examiner: Daniel Lastra

Docket No: RPS920030057US1

Filed: 02/20/2004

Title: METHOD AND SYSTEM FOR MEASURING EFFECTIVENESS OF SHOPPING  
CART ADVERTISEMENTS BASED ON PURCHASES OF ADVERTISED ITEMS

**AMENDMENT**

Mail Stop Amendment

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Honorable Sir:

In response to an Office Action mailed 04/08/2009, please amend the application as follows: